

EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2013

Prepared by **WCBI-TV, LLC**

This report covers the following employment unit: WCBI-TV

<u>Call Sign</u>	<u>Facility ID #</u>	<u>Type of Station</u>	<u>Location</u>
WCBI - TV	12477	Commercial Television	Columbus, MS

The following is a list of all vacancies for full time jobs during the previous 12 months.

<u>Job Title</u>	<u>Date of Opening</u>	<u>Date Filled</u>
News Production	Jan 2012	Feb 2012
Producer	Jan 2012	March 2012
Sales Manager	Dec 2011	April 2012
News Director	Dec 2011	April 2012
Reporter	Feb 2012	April 2012
News Production	April 2012	May 2012
Reporter	May 2012	July 2012
Master Control Operator	Feb 2012	August 2012
News Production	July 2012	August 2012
Reporter	Feb 2012	Sept 2012
Producer	May 2012	Sept 2012
Web Developer	August 2012	Sept 2012
Account Executive	July 2012	October 2012
Account Executive	October 2012	November 2012

B. During the past twelve months the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (*) were organizations that requested to be contacted as job openings occurred. The number of interviewees referred by each recruitment source is shown on each of the attached forms.

News Production .: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(Filled from wcbi.com

Producer.: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(Filled by wcbi.com)

Sales Manager: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch (Filled from wcbi.com)

News Director: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(Filled wcbi.com)

Reporter.: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch(Filled from TV.Jobx.com)

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Master Control Operator.: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (Filled wcbi.com)

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Web Developer.: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (Filled in house posting)

Account Executive.: Job Expo, In-house posting*, WCBI.com*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) WIN Job Center, University of MS Job Center ,The Commercial Dispatch and TV Jobs.com (Filled wcbi.com)

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These recruitment resources produced a total of 187 applicants for the positions we had available.

During the past twelve months the station employment unit engaged in the following EEO outreach efforts. (or activities)

- a. Mississippi State University Communication Job Fair , February 2011 – An annual on campus event for graduating students to learn about employment opportunities in the Golden Triangle and throughout Mississippi. WCBI participated as a potential employer.
- b. East Mississippi Community College Job Fair May 2011- A on campus event for graduating students to learn about employment opportunities in the North MS and West Alabama area. WCBI participated as a potential employer.
- c. Golden Triangle Employment Expo, October 2011 - A community wide event attracting over 1,500 job seekers and 50 area employers. WCBI was a major sponsor of this event as well as participating as a potential employer.
- d. Mississippi Association of Broadcasters- A statewide event attracting graduating students, general public, and experienced broadcasters for this employment expo. WCBI participated as a potential employer.
- e. WCBI-TV Website, We post every vacant opening we have on our website and promote our website on-air to create awareness of the opportunities at the station.

- f. **Internships**, WCBI-TV participates in Internship programs with Mississippi State University, and Mississippi University for Women . We had 11 interns during the year over the Spring, Summer, and Fall semesters.
- g. **High School Career Days**, WCBI participated with 8 local High Schools and Junior Colleges providing classroom and career day discussion with students regarding career opportunities in the broadcast journalism area.
- h. **High School Job Shadowing**: WCBI participated with 5 local high schools for 5 students that expressed a desire to pursue a career in the broadcasting industry.

Total Interviewed in 2012- 49 for all job openings

Recruitment Source for Interviewees

Job Expo- 8
In house posting-6
TV jobs.com - 12
WCBI.com-14
MSU Career Center-1
University of MS-1
MUW Career Center-3
MS Employment Services-0
Columbus Lowndes NAACP-0
TV Technology and Broadcast Engineering-0
Commercial Dispatch-4

RECRUITING SOURCES USED

REFERRAL SOURCE	*	ADDRESS	CITY	CONTACT	PHONE
WCBI WEBSITE	Y	P.O. BOX 271	Columbus, MS 39701	Webmaster	662.327.4444
MISS STATE UNIVERSITY	N	P.O. Box P	Miss State, MS 39762	Luther Epting	662.325.3344
(Career Services)					
MS University For Women	N	1100 College Street	Columbus MS 39701	Towanda Williams	662.241.7619
(Career Services Director)		300 Montgomery Hall			
The University of MS	N	P.O.Box 1848	University , MS 38667	Toni Avant	662.915.7174
MS Employment Security	N	P.O. Box 1247	Columbus, MS 39703	Randy Burris	662.328.6876
Commission (WIN JOB CTR)					
MS Employment Security	N	P.O. Box 110	Tupelo MS 38802	Betsy Maxcy	662.842.4371
Commission (WIN JOB CTR)					
MS Association of Broadcasters	N	855 S Pear Orchard Rd	Ridgeland, MS 39157	Jackie Lett	601.957.9121
		Suite 403			
Lee County NAACP	N	1008 Hilda Dr	Tupelo , MS 38804	Robert Jamison	662.680.5171
Lowndes County NAACP	N	P> Box 527	Columbus, MS 39701	LaVonne Harris	662-549-2390
East MS Community College	N	8731 Frontage Road	Mayhew, MS	Linda Gates	662-243-1900
MS Dept Human Service	N	1604 College Street	Columbus , MS 39701	Patricia Brooks	662-329-5742
WTW - Lowndes County					
The Commercial Dispatch	N	PO Box 511	Columbus, MS 39703	Classifieds	662-328-2471
In House Posting	Y	P.O. Box 271	Columbus, MS 39701	Shawn Hannah	662.327.4444

